

State: Arkansas **Filing Company:** Ameritas Life Insurance Corp.
TOI/Sub-TOI: A021 Individual Annuities- Deferred Non-Variable/A021.002 Flexible Premium
Product Name: GLWB Rider for Index Annuity
Project Name/Number: GLWB Rider for Index Annuity/GLWB Rider for Index Annuity

Filing at a Glance

Company: Ameritas Life Insurance Corp.
Product Name: GLWB Rider for Index Annuity
State: Arkansas
TOI: A021 Individual Annuities- Deferred Non-Variable
Sub-TOI: A021.002 Flexible Premium
Filing Type: Form
Date Submitted: 11/02/2012
SERFF Tr Num: AMFA-128743379
SERFF Status: Closed-Approved-Closed
State Tr Num:
State Status: Approved-Closed
Co Tr Num: A-GLWBIA
Implementation: 02/25/2013
Date Requested:
Author(s): Cindy Meyer, Pat Peterson, Teri Tran, Joanne Friend
Reviewer(s): Linda Bird (primary)
Disposition Date: 11/13/2012
Disposition Status: Approved-Closed
Implementation Date:
State Filing Description:

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General Information

Project Name: GLWB Rider for Index Annuity Status of Filing in Domicile: Pending
 Project Number: GLWB Rider for Index Annuity Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 11/13/2012
 State Status Changed: 11/13/2012
 Deemer Date: Created By: Teri Tran
 Submitted By: Teri Tran Corresponding Filing Tracking Number:

Filing Description:

RE: Ameritas Life Insurance Corp
 NAIC No.: 0943-61301
 FEIN No.: 47-0098400

Forms:

GLWBIA 10-12 Guaranteed Lifetime Withdrawal Benefit Rider
 GLWBIA-AP 10-12 Policy Insert Page – GLWB Schedule for Accumulation Phase
 GLWBIA-WP 10-12 Policy Insert Page – GLWB Schedule for Withdrawal Phase
 UN 3977 10-12 Application for Flexible Premium Deferred Annuity

Enclosed for your review and approval are the above referenced forms. The rider form and policy insert pages are new and do not replace any existing forms. The application will replace a previously approved form. Once approved, the forms will be implemented no earlier than February 25, 2013. There is an unrestricted market for which this rider is intended. There are no limitations on the use of the form by certain agents.

GLWBIA 10-12

This is a guaranteed lifetime withdrawal benefit (GLWB) rider which will be used in conjunction with the previously approved index annuity policy form 2704 10-11 with Indexed Interest Endorsement IIE 10-11. It is a new form and will not replace any previously approved form. The GLWB rider will be offered to new business only at time of policy issue.

This rider provides a benefit that guarantees a series of annualized withdrawals from the policy, regardless of the policy value, until the death of the last surviving covered person.

The rider is divided into separate benefit phases: Accumulation Phase, Withdrawal Phase, and Guaranteed Phase.

- Accumulation Phase is the period of time between the rider date and the first date of the Withdrawal Phase.
- Withdrawal Phase is the period of time beginning with the occurrence of the first withdrawal as outlined in the Withdrawal Phase section of the rider.
- Guaranteed Phase is the period of time during which lifetime withdrawal benefit amount payments continue to be made, although the policy value has been reduced to zero.

The rider can be issued in the Accumulation Phase for attained issue ages 50 – 85. The benefits of and charges for the rider begin with the start of the Accumulation Phase. The Accumulation Phase begins with the rider date which is one month after the policy issue date. The rider will remain in Accumulation Phase for at least one month.

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The Withdrawal Phase of the rider can begin for attained issue ages 50 – 85 no earlier than two months after the policy issue date, and no later than 90 days after receipt of the properly executed request to initiate the Withdrawal Phase.

The Guaranteed Phase will occur when the policy is in the Withdrawal Phase and the policy value reaches \$0.00. The lifetime withdrawal benefit amount will continue to be paid until the death of the last covered person under the Guaranteed Phase.

The GLWB rider also provides a Principal Protection Credit feature under which a credit will be provided if earnings over a defined “measurement period” do not exceed the GLWB rider charges collected over that same period.

GLWBIA-AP 10-12

This policy schedule insert page will be used with policy 2704 10-11 when the GLWB rider is selected. It is produced with the policy at issue for the Accumulation Phase.

GLWBIA-WP 10-12

This policy schedule insert page will be used with policy 2704 10-11 when the covered person chooses to move from the Accumulation Phase to the Withdrawal Phase, but no sooner than two months after policy issue.

UN 3977 10-12

This application replaces UN 3977 2-12, approved on 03/27/2012, under tracking number AMFA-128140742. It is used with policy form 2704 10-11. The application has been revised to add the new GLWB rider. The form has also been redesigned in conjunction with our rebranding effort.

No part of this filing contains any unusual or controversial items from normal company or industry standards.

Due to the possibility that different printers will have varying font and layout requirements, we reserve the right to adjust the format of pages to conform to these requirements. Changes would include page breaks and renumbering of pages if needed. No change in language will occur.

If you should have any questions regarding this filing, please do not hesitate to contact me at 1-800-745-1112, extension 87899, by fax at 402-476-7956, or via e-mail at ttran@ameritas.com.

Company and Contact

Filing Contact Information

Teri Tran, Contract Analyst ttran@ameritas.com
 5900 O Street 800-745-1112 [Phone] 87899 [Ext]
 P O Box 81889 402-467-7956 [FAX]
 Lincoln, NE 68501-1889

Filing Company Information

Ameritas Life Insurance Corp. CoCode: 61301 State of Domicile: Nebraska
 5900 O Street Group Code: 943 Company Type:
 P O Box 81889 Group Name: State ID Number:
 Lincoln, NE 68501-1889 FEIN Number: 47-0098400
 (800) 756-1112 ext. [Phone]

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Filing Fees

Fee Required? Yes
 Fee Amount: \$200.00
 Retaliatory? No
 Fee Explanation: \$50/form X 4 forms = \$200
 Per Company: No

Company	Amount	Date Processed	Transaction #
Ameritas Life Insurance Corp.	\$200.00	11/02/2012	64525779

SERFF Tracking #:

AMFA-128743379

State Tracking #:

Company Tracking #:

A-GLWBIA

State:

Arkansas

Filing Company:

Ameritas Life Insurance Corp.

TOI/Sub-TOI:

A021 Individual Annuities- Deferred Non-Variable/A021.002 Flexible Premium

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	11/13/2012	11/13/2012

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Disposition

Disposition Date: 11/13/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability		Yes
Form	Guaranteed Lifetime Withdrawal Benefit Rider		Yes
Form	Insert Policy Schedule for GLWB Accumulation Phase		Yes
Form	Insert Policy Schedule for GLWB Withdrawal Phase		Yes
Form	Application for Flexible Premium Deferred Index Annuity		Yes

State: Arkansas

Filing Company:

Ameritas Life Insurance Corp.

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Form Schedule

Lead Form Number: GLWBIA 10-12

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data		Readability Score	Attachments
1		Guaranteed Lifetime Withdrawal Benefit Rider	GLWBIA 10-12	POLA	Initial			47.000	GLWBIA 10-12.pdf
2		Insert Policy Schedule for GLWB Accumulation Phase	GLWBIA-AP 10-12	POLA	Initial			72.000	GLWBIA-AP 10-12.pdf
3		Insert Policy Schedule for GLWB Withdrawal Phase	GLWBIA-WP 10-12	POLA	Initial			61.000	GLWBIA-WP 10-12.pdf
4		Application for Flexible Premium Deferred Index Annuity	UN 3977 10-12	AEF	Revised	Previous Filing Number:	AMFA-128140742	55.000	UN 3977 10-12-bracketed.pdf
						Replaced Form Number:	UN 3977 2-12		

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate

SERFF Tracking #:

AMFA-128743379

State Tracking #:

Company Tracking #:

A-GLWBIA

State:

Arkansas

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Project Name/Number:

GLWB Rider for Index Annuity/GLWB Rider for Index Annuity

POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages
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Ameritas Life Insurance Corp.

GUARANTEED LIFETIME WITHDRAWAL BENEFIT RIDER

Notwithstanding any provision in the policy to the contrary, this Guaranteed Lifetime Withdrawal Benefit (GLWB) rider becomes a part of the policy to which it is attached along with the Indexed Interest Endorsement. If there is a conflict between the terms of the policy and the terms of the rider, the terms of the rider control.

Subject to the terms and conditions stated below, this rider provides a withdrawal benefit that guarantees a series of annualized withdrawals from the policy, regardless of the *accumulation value*, until *your* death or the death of the last surviving *covered person*.

DEFINITIONS

ACCUMULATION PHASE. Means the period of time between the *rider date* and the first date of the *withdrawal phase*. The rider will remain in the *accumulation phase* for at least one month after the *rider date*.

BENEFIT BASE. Means the amount used in conjunction with the lifetime distribution factor to determine the *lifetime withdrawal benefit amount*. Determined at the beginning of the *withdrawal phase*, the initial *benefit base* equals the greater of: a) policy's *accumulation value*; or b) *premium accumulation value*.

COVERED PERSON(S). Means: a) the *owner(s)* of the policy; or b) the *annuitant(s)* if the *owner* of the policy is a non-natural person, such as a trust; or c) the spouse at the time the joint spousal option is selected. Once the rider is issued, no changes to the *covered persons* will be permitted.

EXCESS WITHDRAWAL. Means the portion of any withdrawal taken during the *withdrawal phase* that makes the total of all withdrawals in a *rider year* exceed the *lifetime withdrawal benefit amount* in that *rider year*.

GUARANTEED PHASE. Means the period of time during which *lifetime withdrawal benefit amount* payments continue to be made, despite an *accumulation value* of zero.

LIFETIME WITHDRAWAL BENEFIT AMOUNT (LWBA). Means the maximum amount that can be withdrawn under this rider during a *rider year* without reducing the *benefit base*.

MEASUREMENT PERIOD. Means a reoccurring period as shown on the GLWB policy schedule used for the Principal Protection Credit. The initial *measurement period* will begin on the *rider date*.

PREMIUM ACCUMULATION VALUE. Means the sum of premiums paid plus interest at the premium accumulation rate compounded annually for the premium accumulation period shown on the GLWB policy schedule. This accumulation occurs during the *accumulation phase* beginning with the *rider date* except as stated in the Continuation of Rider by Surviving Spouse for Single Life Option section of this rider.

REMAINING BALANCE. Means the most recently determined *benefit base* minus the sum of all withdrawals made since the later of the beginning of the *withdrawal phase* or the most recent step-up of the *benefit base*. The *remaining balance* will never be less than zero.

REQUIRED MINIMUM DISTRIBUTION (RMD). Means the *required minimum distribution* amount as defined by Internal Revenue Code Section 401(a)(9) and 408(b)(3) and related regulations. It is based on the previous year-end *accumulation value* of only the policy to which this rider is attached, including the present value of additional benefits provided under the policy and any other riders attached to the policy to the extent required to be taken into account under IRS guidance.

RIDER ANNIVERSARY. Means the yearly anniversary of the *rider date*.

RIDER CHARGE BASE. Means the value used to calculate the monthly rider charge. The *rider charge base* on the *rider date* is set equal to the *accumulation value* of the policy on that date. During the *accumulation phase* it is set at the maximum of either the policy's *accumulation value* or the *premium accumulation value* on each *rider anniversary*. During the *rider year*, the *rider charge base* is increased by the amount of premiums paid and decreased by any withdrawals taken since the previous *rider anniversary*, as described in the Withdrawals provision of the *Accumulation Phase* section of this rider. During the *withdrawal phase* the *rider charge base* is equal to the *benefit base*.

RIDER DATE. Means the date as shown on the GLWB policy schedule, on which the premium accumulation period and first principal protection credit *measurement period* begin. The *rider date* will be one month after the policy issue date except as stated in the Continuation of Rider by Surviving Spouse for Single Life Option section of this rider.

RIDER YEAR. Means the period of time between *rider anniversaries*.

WITHDRAWAL PHASE. Means the period of time beginning with the occurrence of the first withdrawal as outlined in the *Withdrawal Phase* section of this rider.

RIDER CHARGE

The monthly rider charge for this rider is equal to the percentage shown on the GLWB policy schedule multiplied by the *rider charge base*. The charge will be deducted from the *accumulation value* each month beginning with the *rider date* except as stated in the Continuation of Rider by Surviving Spouse for Single Life Option section of this rider.

Rider charges will first be deducted from the value of the *EDCA fixed account* then the *fixed account*. If the rider charge is greater than the value of the *fixed accounts*, the excess will be deducted proportionately from each index option. Further, the deduction from an index option will be taken in order from the most recently established participation account related to that index option.

The rider charge is subject to change upon *rider anniversary*. The rider charge will not exceed the maximum shown on the GLWB policy schedule. The rider charge will not be deducted after the *accumulation value* reduces to zero, or if the rider is terminated.

If the rider charge increases, we will notify you at least 30 days prior to the change. The rider charge will be specified in the notice and will not exceed the maximum charge shown on the GLWB policy schedule.

PRINCIPAL PROTECTION CREDIT

The Principal Protection Credit (PPC) is the amount we will credit to the policy's *accumulation value* if earnings over a *measurement period* fail to exceed GLWB rider charges, subject to the terms of this section.

The PPC is determined each *measurement period* until the rider is terminated. At the end of each *measurement period*, the excess of the total GLWB rider charges over the policy earnings during the *measurement period*, if any, will be credited to the policy according to the most recent *premium allocation* on file.

The policy earnings during a *measurement period* are the total of the:

- (1) *accumulation value* at the end of the *measurement period*; plus
- (2) partial surrenders taken during the *measurement period*; plus
- (3) charges deducted during the *measurement period*; minus
- (4) *accumulation value* at the beginning of the *measurement period*, including the most recent PPC, if applicable; minus
- (5) *net premium* paid during the *measurement period*.

The PPC will be applied at the end of each *measurement period* on the *rider anniversary*. If the GLWB rider is terminated for any reason during a *measurement period*, no PPC will be awarded.

ALLOCATIONS OF FIXED AND INDEXED ACCOUNTS

We reserve the right to impose restrictions on how the policy *accumulation value* can be allocated among the available fixed and indexed accounts. We will notify the *owner* by *written notice* at least 30 days prior to the rider *maturity date* on which restrictions are in effect.

ACCUMULATION PHASE

RESET FEATURE. On each *rider anniversary* during the *accumulation phase*, the *premium accumulation value* will be reset to the policy's *accumulation value*, if it is greater. On and after each reset, the provisions of this rider will apply in the same manner as they applied when the rider was issued.

WITHDRAWALS. You are permitted to request one withdrawal per *rider year* during the *accumulation phase* without initiating the *withdrawal phase*. You must indicate your wish to exercise this provision at the time you request the withdrawal. The withdrawal can be no sooner than one month after the *rider date*. The premium accumulation rate used in the *rider year* in which the withdrawal is taken is shown on the GLWB policy schedule.

A second request for a withdrawal in a *rider year* will automatically transition the rider to the *withdrawal phase* as described below.

A withdrawal will reduce the *rider charge base* and the *premium accumulation value* in the same proportion that the withdrawal amount has to the *accumulation value* prior to the withdrawal. The *rider charge base* and the *premium accumulation value*, respectively, after the withdrawal, will be equal to $A - [A \times (B / C)]$, where:

(A) = *rider charge base* or *premium accumulation value* prior to the withdrawal;

(B) = withdrawal amount;

(C) = *accumulation value* prior to the withdrawal.

WITHDRAWAL PHASE

You may choose to begin withdrawal payments no sooner than one month after the *rider date*, and no later than two months after the date we receive the properly completed service forms in our client service office, except as stated in the Continuation of Rider by Surviving Spouse for Single Life Option section of this rider.

BENEFIT BASE. The *benefit base* is established at the beginning of the *withdrawal phase*. It is not used to determine other benefits or features of the policy or this rider.

The *benefit base* is adjusted downward due to an *excess withdrawal* and upward due to step-up or additional premium payments.

LIFETIME WITHDRAWAL BENEFIT AMOUNT. We guarantee that each *rider year*, you can withdraw up to the LWBA during the *withdrawal phase*, regardless of *accumulation value*, until the death of the last *covered person*. Total withdrawals in a *rider year* that do not exceed the LWBA will not be subject to withdrawal charges as provided by the base policy and any other rider issued with the base policy. The LWBA is determined by applying the lifetime distribution factor to the *benefit base*. The lifetime distribution factor corresponds to the attained age of the youngest *covered person* at the beginning of the *withdrawal phase*. The lifetime distribution factor is shown on the GLWB policy schedule and it will never change once it is established.

At any time that the *benefit base* is adjusted, the LWBA is redetermined by applying the lifetime distribution factor to the adjusted *benefit base*.

You have the choice of receiving withdrawals on an annual, semi-annual, quarterly, or monthly basis. If periodic withdrawals would be or become less than \$100, we will change the frequency of withdrawals to an interval that will result in a payment of at least \$100.

IMPACT OF WITHDRAWALS ON BENEFIT BASE. Withdrawals taken during the *withdrawal phase* may impact the *benefit base*. Total withdrawals in a *rider year* up to the LWBA will not reduce the *benefit base* and will not impact LWBA.

If you are required to take an RMD from the policy and the RMD exceeds the LWBA, the portion of the RMD that is greater than the LWBA will not be treated as an *excess withdrawal*. Any withdrawal amount that causes total withdrawals in a *rider year* to exceed the greater of the LWBA or the RMD will be treated as an *excess withdrawal*.

At the time a withdrawal is taken, if the total withdrawals in a *rider year* exceed the LWBA, the excess will be considered as an *excess withdrawal*. *Excess withdrawals* will proportionally reduce the *benefit base*. The proportional reduction in the *benefit base* is equal to $A / [B - (C - A)]$, where:

- (A) = *excess withdrawal* amount with respect to LWBA;
- (B) = *accumulation value* immediately prior to the withdrawal;
- (C) = total amount of the current withdrawal.

A reduction in the *benefit base* will reduce the LWBA. No *excess withdrawals* will be allowed when the *accumulation value* is zero.

If an *excess withdrawal* reduces the LWBA to an amount less than \$100, we will pay the *remaining balance* in a lump sum. The rider and its benefits will be terminated.

STEP-UP OF BENEFIT BASE. On each *rider anniversary* during the *withdrawal phase*, we will compare the *accumulation value* to the *benefit base*. If the *accumulation value* is greater than the *benefit base* on any *rider anniversary*, we will increase the *benefit base* to equal the *accumulation value* and recalculate the LWBA.

ADDITIONAL PREMIUMS. Additional premium payments made during the *withdrawal phase* will:

- (1) increase the *accumulation value* according to the provisions of the policy; and
- (2) increase the *benefit base*; and
- (3) increase the LWBA.

Premium payments made during the *withdrawal phase* may not exceed the limit shown on the GLWB policy schedule without our prior approval. Premium payments will not be accepted if the *accumulation value* is zero.

GUARANTEED PHASE

If a withdrawal (including an RMD) reduces the *accumulation value* to zero and at least one *covered person* is still living, the following will apply:

- (1) the monthly rider charge will no longer be deducted; and
- (2) the LWBA will be provided until the death of the last surviving *covered person* under a series of pre-authorized withdrawals according to a frequency selected by the *owner*, but no less frequently than annually; and
- (3) no additional premiums will be accepted; and
- (4) no additional step-ups will occur; and
- (5) any *remaining balance* will not be available for payment in a lump sum and may not be applied to provide payments under an annuity option; and
- (6) the policy and any other riders will cease to provide any death benefits.

DEATH BENEFIT

Upon the death of the last *covered person*, provided the rider is not in the *guaranteed phase*, the *beneficiary* will select to receive either the death benefit as provided by the policy and other riders, as applicable, or the distribution of the *remaining balance* accomplished through the payment of the LWBA subject to the IRS regulations as relating to RMD until such time that the *remaining balance* is zero.

If the last surviving *covered person* dies and the *accumulation value* is zero as of the date of death, any *remaining balance* will be distributed to the *beneficiary* through the payment of the LWBA until such time that the *remaining balance* is zero.

CONTINUATION OF RIDER BY SURVIVING SPOUSE FOR SINGLE LIFE OPTION

This section applies only to policies issued as non-qualified, or to policies issued as regular, SEP, SIMPLE, or Roth IRAs.

- (1) If the *covered person* dies during the *accumulation phase* of this rider, and if the surviving spouse of the deceased *covered person* has attained the age of 50, the surviving spouse may elect to continue this rider for his or her life in accordance with its terms. If the surviving spouse elects to continue this rider, then their *rider date* will be the next *rider anniversary* after the date of their election. The premium accumulation period and the *measurement period* will begin on this date. The rider will continue in the *accumulation phase* and the *premium accumulation value* will be set equal to the policy's *accumulation value*. We will begin crediting interest to the *premium accumulation value*, and we will begin deducting rider charges from the *accumulation value*, on the first *monthly date* after the election to continue the rider. The rider charge will equal the rider charge in effect for new issues of the same rider and will not exceed the maximum rider charge shown on the GLWB policy schedule. The surviving spouse may enter the *withdrawal phase* no sooner than one month after the first *monthly date* after the election to continue the rider.

If the *covered person* dies during the *accumulation phase* of this rider, and if the surviving spouse of the deceased *covered person* has not attained the age of 50, the rider will terminate.

- (2) If the *covered person* dies during the *withdrawal phase*, the surviving spouse of the deceased *covered person* may elect to continue the policy in accordance with its terms. Total annual withdrawals, not to exceed the LWBA in effect on the date of the *covered person's* death, will be allowed until such time that the *remaining balance* is reduced to zero at which time the rider will be terminated. No step-up of the *benefit base* is available after the *covered person's* death.

TERMINATION OF RIDER

Except as otherwise provided under the Continuation of Rider by Surviving Spouse for Single Life Option section, this rider will terminate without value on the earliest occurrence of any of the following dates:

- (1) the date of death of the last surviving *covered person* except where the *covered person* dies during the *withdrawal phase* and the surviving spouse elects to continue receiving LWBA payments until the *remaining balance* is reduced to zero;
- (2) the date there is a change of *owner* that results in a change of *covered person*;
- (3) the date *annuity payments* commence under an annuity income option as described in the policy;
- (4) the date an *excess withdrawal* is taken such that the LWBA is less than \$100;
- (5) the date any investment restriction is violated;
- (6) the date the *owner(s)* provide us with *written notice* to terminate either this rider or the policy.

If *annuity payments* are to commence under (3) above, at the maximum *maturity date*, the *owner* may select one of the following options:

- (1) apply the *accumulation value* under an annuity income option described in the policy; or
- (2) receive periodic annualized payments equal to the LWBA that would otherwise be determined at that time through a life contingent annuity.

AMERITAS LIFE INSURANCE CORP.

[~~SPECIMEN~~
To Ann Martin

[President

[~~SPECIMEN~~
Fred J. M. Smith

Secretary]

POLICY SCHEDULE

Guaranteed Lifetime Withdrawal Benefit Rider (GLWB)

Rider Date: [February 1, 2013]

Accumulation Phase: [Single Life]

Rider Charge:

Current [0.0625]% of the Rider Charge Base

Deducted on the Rider Date and on each subsequent month, which is equivalent to an annual rate of [0.75]% of the Rider Charge Base.

Maximum [0.0833]% of the Rider Charge Base

Deducted on the Rider Date and on each subsequent month, which is equivalent to an annual rate of [1.00]% of the Rider Charge Base.

Premium Accumulation Rate: [6.00]% for the Rider Year if no withdrawal is taken.

[0.00]% for the Rider Year in which a withdrawal is taken.

Premium Accumulation Period: [15] Years

Lifetime Distribution Factor:

- [3.50]% - ages 50 through 54
- [4.00]% - ages 55 through 59
- [4.50]% - ages 60 through 64
- [5.00]% - ages 65 through 69
- [5.50]% - ages 70 through 74
- [6.00]% - ages 75 through 79
- [6.50]% - ages 80 and older

Withdrawal Phase Premium Payment Limit: \$[10,000] per Rider Year

Measurement Period: [4] Years

POLICY SCHEDULE

Guaranteed Lifetime Withdrawal Benefit Rider (GLWB)

Rider Date: [February 1, 2013]

Withdrawal Phase: [Single Life]

Your benefit has moved from the Accumulation Phase to the Withdrawal Phase.

Rider Charge: [0.0625]% of the Rider Charge Base

Deducted each month and is equivalent to an annual rate of [0.75]% of the Rider Charge Base. This charge will remain unchanged during the Withdrawal Phase.

Lifetime Distribution Factor: [5.00]%

Withdrawal Phase Premium Payment Limit: \$[10,000] per Rider Year

Measurement Period: [4] Years

Ameritas Life Insurance Corp.

[P.O. Box 81889, Lincoln, NE 68501-1889 / 800-745-1112 / Fax 402-467-7335]
(Client Service Office)



Please print clearly in black ink. This form will be photocopied.

1. Owner You will receive all correspondence at this address. If the Owner is a Trust, give Trust Name, Trustee and Trust Date, and submit a copy of the Trust with the application. (SSN refers to Social Security Number. EIN refers to Employer Identification Number.)

Full Name _____ U.S. Citizen: Yes No Sex: Male Female
 SSN / EIN _____ Date of Birth _____
 Address _____ Date of Trust _____
 City/State/ZIP _____ Daytime Phone _____
 E-mail Address _____

Joint Owner (Optional)

Full Name _____ U.S. Citizen: Yes No Sex: Male Female
 SSN / EIN _____ Date of Birth _____
 Address _____ Relationship to Owner _____
 City/State/ZIP _____ Daytime Phone _____
 E-mail Address _____

2. Annuitant Complete only if different from Owner.

Full Name _____ U.S. Citizen: Yes No Sex: Male Female
 SSN _____ Date of Birth _____
 Address _____ Relationship to Owner _____
 City/State/ZIP _____ Daytime Phone _____
 E-mail Address _____

Joint Annuitant (Optional)

Full Name _____ U.S. Citizen: Yes No Sex: Male Female
 SSN _____ Date of Birth _____
 Address _____ Relationship to Owner _____
 City/State/ZIP _____ Daytime Phone _____
 E-mail Address _____

3. Beneficiary If you chose Joint Owners, both owners must be named primary beneficiaries. If left blank, the beneficiary will be the estate of the Owner. Unless otherwise indicated, multiple beneficiaries of the same class shall be paid equally to the survivor or survivors. Please provide full names.

Primary:

Name _____
 Relationship to Owner _____
 SSN / EIN _____
 Date of Birth or Trust _____

Name _____
 Relationship to Owner _____
 SSN / EIN _____
 Date of Birth or Trust _____

Contingent:

Name _____
 Relationship to Owner _____
 SSN / EIN _____
 Date of Birth or Trust _____

Name _____
 Relationship to Owner _____
 SSN / EIN _____
 Date of Birth or Trust _____

4. Annuity Plan Type

Please select one

Nonqualified

Qualified

- 401(a) Pension/Profit Sharing
- 401(k) Profit Sharing
- 408(b) IRA
- 408(k) SEP-IRA

- 408(p) SIMPLE IRA
- 408A Roth IRA (Regular Contribution)
- 457 Deferred Comp
- _____

5. Optional Rider

Guaranteed Lifetime Withdrawal Benefit (GLWB)

Available at issue for ages 50-85. For Joint Spousal, both spouses must be at least age 50.

Accumulation Phase

- Single Life
- Joint Spousal* (Nonqualified)
- Joint Spousal (IRA, SEP-IRA, SIMPLE IRA, and Roth IRA)
Completion of GLWB Election Request Form (AG 5226) is also required

Withdrawal Phase

- Completion of GLWB Election Request Form (AG 5226) is also required*
- Single Life
 - Joint Spousal* (Nonqualified)
 - Joint Spousal (IRA, SEP-IRA, SIMPLE IRA, and Roth IRA)

*Spouse must be named Joint Annuitant/Owner and both spouses must be named primary beneficiary.

6. Initial Premium

IMPORTANT! All premium checks must be payable to Ameritas Life Insurance Corp. Do not make check payable to the agent/producer or leave the payee blank.

- | | |
|--|--|
| <input type="checkbox"/> Check enclosed with this application \$ _____ | <input type="checkbox"/> Direct Transfer \$ _____ |
| Tax Year for Payment _____ | <input type="checkbox"/> Direct Rollover \$ _____ |
| <input type="checkbox"/> 1035 Exchange \$ _____ | <input type="checkbox"/> Participant Rollover \$ _____ |
| | <input type="checkbox"/> Roth Conversion. \$ _____ |
| | <input type="checkbox"/> Total Payment. \$ _____ |

7. Additional Premium

Electronic Funds Transfer (EFT) / Contribution: \$ _____ Frequency: Monthly
Attach EFT Authorization form and voided check.

Employer Information:

Name _____ Phone _____

Address _____ E-mail Address _____

City/State/ZIP _____ Billing # (if available) _____

Premium Amount: \$ _____ (per year)

Premium Notice Frequency: Quarterly Semi-Annually Annually

8. Premium Allocations

_____ % *Fixed Account*

Index Option:

[S&P 500 Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

[Russell 2000 Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

[MSCI EAFE Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

100% Total (Whole percentages only. Combined total of the Fixed Account and all Index Options must equal 100%.)

Capped: A 100% participation rate on a limited percentage increase in the selected Index method.

9. Renewal Allocations *Applies to the ending value in each Index.*

_____ % *Fixed Account*

Index Option:

[S&P 500 Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

[Russell 2000 Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

[MSCI EAFE Index]

Capped:

_____ % [Annual Reset - Annual Point-to-Point]

_____ % [Annual Reset - Monthly Averaging]

100% Total (Whole percentages only. Combined total of the Fixed Account and all Index Options must equal 100%.)

Capped: A 100% participation rate on a limited percentage increase in the selected Index method.

10. Dollar Cost Averaging / Enhanced Dollar Cost Averaging

Ameritas Life is instructed to transfer the amount(s) designated below from the Fixed Account to the selected Index Option(s). Transfers will begin as of the index date after the month of receipt by the Client Service Office of this request, unless otherwise instructed. Minimum transfer amount is \$100. Designate the option and dollar amount to transfer each month.

Dollar Cost Averaging:

Dollars From: \$ _____ Fixed Account

To: _____ % [S&P 500 Capped Annual Reset - Annual Point-to-Point]

_____ % [S&P 500 Capped Annual Reset - Monthly Averaging]

_____ % [Russell 2000 Capped Annual Reset - Annual Point-to-Point]

_____ % [Russell 2000 Capped Annual Reset - Monthly Averaging]

_____ % [MSCI EAFE Capped Annual Reset - Annual Point-to-Point]

_____ % [MSCI EAFE Capped Annual Reset - Monthly Averaging]

100 % TOTAL (whole percentages only; must total 100%.)

Premium applied to the Enhanced Fixed Account must be entirely dollar cost averaged out of the account before another premium may be applied to this account. A minimum deposit of \$2,000 must be added to the Enhanced Fixed Account to utilize this feature. All funds deposited to the Enhanced Fixed Account must be allocated to the index accounts by the end of the six month period following the deposit. Each month an amount equal to 1/6 of the initial Premium, plus interest, will be deposited to the Index Accounts as instructed below:

Enhanced Dollar Cost Averaging:

To: _____ % [S&P 500 Capped Annual Reset - Annual Point-to-Point]

_____ % [S&P 500 Capped Annual Reset - Monthly Averaging]

_____ % [Russell 2000 Capped Annual Reset - Annual Point-to-Point]

_____ % [Russell 2000 Capped Annual Reset - Monthly Averaging]

_____ % [MSCI EAFE Capped Annual Reset - Annual Point-to-Point]

_____ % [MSCI EAFE Capped Annual Reset - Monthly Averaging]

100 % TOTAL (whole percentages only; must total 100%.)

11. Replacement Information

- a. Do you have any existing life insurance policies or annuity contracts? Yes No
If yes, complete Replacement Notice if required by State Law.
- b. Will this annuity replace any existing life insurance policies or annuity contracts?. Yes No

12. Additional Information

13. For your protection, please read the following notice:

Other than in those states listed below, we are required to warn you of the following: Subject to the incontestability provisions of the policy, any person who knowingly and with intent to defraud, provides false, incomplete, or misleading information in an application for insurance, or who knowingly presents a false or fraudulent claim for payment of a loss or benefit, is guilty of a crime and may be subject to fines and criminal penalties including imprisonment. In addition, insurance benefits may be denied if false information provided by an applicant is materially related to a claim.

NOTE FOR COLORADO RESIDENTS: It is unlawful to knowingly provide false, incomplete, or misleading facts or information to an insurance company for the purpose of defrauding or attempting to defraud the Company. Penalties may include imprisonment, fines, denial of insurance, and civil damages. Any insurance company or agent of an insurance company who knowingly provides false, incomplete or misleading facts or information to a policy holder or claimant for the purpose of defrauding or attempting to defraud the policy holder or claimant with regard to a settlement or award payable from insurance proceeds shall be reported to the Colorado Division of Insurance within the Department of Regulatory Agencies.

NOTE FOR DISTRICT OF COLUMBIA, MARYLAND, AND RHODE ISLAND RESIDENTS: Any person who knowingly and willfully presents a false or fraudulent claim for payment of a loss or benefit or who knowingly and willfully presents false information in an application for insurance is guilty of a crime and may be subject to fines and confinement in prison.

NOTE FOR GEORGIA, KANSAS, AND NEBRASKA RESIDENTS: Any person who knowingly and with intent to defraud provides false, incomplete or misleading information in an application for insurance, or who knowingly presents a false or fraudulent claim for payment of a loss or benefit, may be guilty of a crime and may be subject to fines and criminal penalties, including imprisonment. In addition, insurance benefits may be denied if false information provided by an applicant is materially related to a claim.

NOTE FOR NEW JERSEY RESIDENTS: Any person who includes any false or misleading information on an application for an insurance policy is subject to criminal and civil penalties.

NOTE FOR OKLAHOMA RESIDENTS: Subject to the incontestability provisions of the policy, any person who knowingly and with intent to defraud provides false, incomplete, or misleading information in an application for insurance, or who knowingly presents a false or fraudulent claim for payment of a loss or benefit, is guilty of a crime and may be subject to fines and criminal penalties, including imprisonment.

NOTE FOR OREGON AND VIRGINIA RESIDENTS: Any person who, with intent to defraud or knowing that he is facilitating a fraud against an insurer, submits an application or files a claim containing false or deceptive statements may have violated state law.

NOTE FOR PENNSYLVANIA RESIDENTS: Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance or statement of claim containing any materially false information or conceals for the purpose of misleading information concerning any fact material thereto commits a fraudulent insurance act, which is a crime and subjects such person to criminal and civil penalties.

NOTE FOR WASHINGTON RESIDENTS: It is a crime to knowingly provide false, incomplete or misleading information to an insurance company for the purpose of defrauding the company. Penalties may include imprisonment, fines or denial of insurance benefits.

14. Acknowledgment

- a. I (We) hereby represent to the best of my (our) knowledge and belief that each of the statements and answers contained above are full, complete, and true.
- b. I (We) certify that the Social Security or Employer Identification Number shown above is correct.

Dated at _____ City _____ State _____ On this Date _____

X

Signature of Owner

X

Signature of Joint Owner (if applicable)

X

Signature of Annuitant if other than Owner

X

Signature of Joint Annuitant if other than Joint Owner (if applicable)

Title of Officer or Trustee(s)

Title of Officer or Trustee(s)

15. Agent's/Producer's Statement *Must check appropriate box.*

- a. Does the Owner (Applicant) have any existing life insurance policies or annuity contracts? Yes No
If yes, submit with this application a completed Replacement Notice, signed by both you and the Owner (Applicant), if required by State Law.
- b. Do you have any knowledge or reason to believe that replacement of existing life insurance policies or annuity contracts may be involved? Yes No
- c. Did you see the Owner (Applicant) at the time of application completion? Yes No

If yes, you must positively identify the Owner with an unexpired government-issued picture form of identification (ID). Examples of acceptable forms are: Driver's License, Passport, Military ID, Green Card. You must provide the following information:

Form of ID used for Owner	ID #	Expiration Date
Form of ID used for Joint Owner (if applicable)	ID #	Expiration Date

If no, you must submit a copy of an unexpired government-issued picture form of ID with this application.

What was or will be the source of funds used to apply for the policy?

- Checking Account Savings Account Proceeds from Investments Inheritance Other _____

I certify that: 1) the information provided by the Owner has been accurately recorded; and 2) I have reasonable grounds to recommend the purchase of the policy as suitable for the Owner.

X _____
Signature of Agent/Producer Date

_____ Agent Code / Percentage Agency or Broker/Dealer
Print Name Here

X _____
Signature of Agent/Producer Date

_____ Agent Code / Percentage Agency or Broker/Dealer
Print Name Here

SERFF Tracking #:

AMFA-128743379

State Tracking #:

Company Tracking #:

A-GLWBIA

State: Arkansas

Filing Company: Ameritas Life Insurance Corp.

TOI/Sub-TOI: A021 Individual Annuities- Deferred Non-Variable/A021.002 Flexible Premium

Product Name: GLWB Rider for Index Annuity

Project Name/Number: GLWB Rider for Index Annuity/GLWB Rider for Index Annuity

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Flesch Certification		
Comments:			
Attachment(s):			
AR Readability Certification-110212.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Application		
Comments:	A revised application is included in this filing.		

		Item Status:	Status Date:
Satisfied - Item:	Statement of Variability		
Comments:			
Attachment(s):			
GLWBIA 10-12-SOV.pdf			
UN 3977 10-12-SOV.pdf			

STATE OF ARKANSAS

CERTIFICATION OF READABILITY

INSURER: Ameritas Life Insurance Corp.

Ameritas Life Insurance Corp. hereby certifies that this filing achieves a Flesch Reading Ease Test Score as stated below:

Form Number	Form Title	Flesch Score
GLWBIA 10-12	Guaranteed Lifetime Withdrawal Benefit Rider	47
GLWBIA-AP 10-12	Schedule Page for GLWB	72
GLWBIA-WP 10-12	Schedule Page for GLWB	61
UN 3977 10-12	Application for Flexible Premium Deferred Index Annuity	55



SIGNATURE:
NAME & TITLE:

Robert G. Lange
Vice President, General Counsel & Assistant Secretary

DATE:

November 2, 2012

AMERITAS LIFE INSURANCE CORP.

STATEMENT OF VARIABILITY

**GLWBIA 10-12 - Guaranteed Lifetime Withdrawal Benefit Rider
GLWBIA-AP 10-12 - Policy Schedule for GLWB – Accumulation Phase
GLWBIA-WP 10-12 - Policy Schedule for GLWB – Withdrawal Phase**

The following information has been bracketed to allow for future changes. Ranges for these fields are provided as applicable.

GLWBIA 10-12 – The following is bracketed on the rider. These items have been bracketed in the event they change in the future.

1. Officers Names and Titles

GLWBIA-AP 10-12 – This policy schedule will produce at issue during the Accumulation Phase.

1. Rider Date – One month after the policy issue date.

2. Accumulation Phase – Single Life or Joint Spousal

3. Rider Charge

- a) Current – deducted monthly beginning with the Rider Date
 - Single Life – 0.0208% to 0.1250% of the Rider Charge Base, equivalent to an annual rate of ranging from 0.25% to 1.50% of the Rider Charge Base
 - Joint Spousal – 0.0208% to 0.1666% of the Rider Charge Base, equivalent to an annual rate ranging from 0.25% to 2.00% of the Rider Charge Base
- b) Maximum – deducted monthly beginning with the Rider Date
 - Single Life – 0.1250%, equivalent to an annual rate of 1.50% of the Rider Charge Base
 - Joint Spousal – 0.1666%, equivalent to an annual rate of 2.00% of the Rider Charge Base

4. Premium Accumulation Rate

- a) 2.00% to 10.00% for the Rider Year if no withdrawals are taken
- b) 0.00% to 10.00% for the Rider Year in which a withdrawal is taken

5. Premium Accumulation Period – 5 years to 20 years

6. Lifetime Distribution Factor – 2.00% to 10.00% for any age bracket

7. Withdrawal Phase Premium Payment Limit – \$0 to \$10,000

8. Measurement Period – 1 year to 10 years

GLWBIA-WP 10-12 – This policy schedule will produce when the covered person has chosen to move from the Accumulation Phase to the Withdrawal Phase.

1. Rider Date – One month after the policy issue date.
2. Withdrawal Phase – Single Life or Joint Spousal
3. Rider Charge – deducted monthly
 - a) Single Life – 0.0208% to 0.1250% of the Rider Charge Base, equivalent to an annual rate ranging from 0.25% to 1.50% of the Rider Charge Base
 - b) Joint Spousal – 0.0208% to 0.1666% of the Rider Charge Base, equivalent to an annual rate ranging from 0.25% to 2.00% of the Rider Charge Base
4. Lifetime Distribution Factor – 2.00% to 10.00%
5. Withdrawal Phase Premium Payment Limit – \$0 to \$10,000
6. Measurement Period – 1 year to 10 years

AMERITAS LIFE INSURANCE CORP.

STATEMENT OF VARIABILITY

UN 3977 10-12 Application for Flexible Premium Deferred Index Annuity

UN 3977 10-12

The following items have been bracketed in the event they change in the future.

1. Page 1 - Client Service Office Address, Phone Number, and Fax Number
2. Page 3 – Index Options under Sections 8-10 are bracketed to allow for adjustments to the indices offered.